

TOURISM DEVELOPMENT REQUEST
FOR SPONSORSHIP FUNDS
FISCAL YEAR 2004-05

PART I - INSTRUCTIONS AND DEFINITIONS

PURPOSE:

This document sets forth the guidelines and categories for requests for funds from Tourist Development Taxes. Applications will be accepted from organizations that will sponsor and promote tourism activities during FY 2004-05 within Seminole County that will bring substantial numbers of overnight visitors to the County.

AUTHORIZATION HISTORY:

The Florida State Legislature enacted the Local Option Tourist Development Act (Section 125.0104, Florida Statutes) in response to the growing need of Florida counties to provide additional revenue sources for Tourist Development in an effort to stimulate the local economy. In response to this need, on October 4, 1988, the voters of Seminole County approved a two (2) percent Tourist Development Tax on transient rental accommodations. A Tourist Development Council was also created to assist the Seminole County Board of County Commissioners in planning ways in which to use the revenues received through the Tourist Development Tax, based on statutory guidelines. The tax was increased to three (3) percent effective January 1, 1993.

TIMETABLE FOR REVIEW:

The Tourist Development Council (TDC) will distribute applications to organizations that express an interest in receiving funds for Fiscal Year 2004-05 at the beginning of the month of June 2004. Completed applications should be submitted to the Tourist Development Council Director no later than 5:00 P.M. on Friday, June 25, 2004. Projects must meet the guidelines and criteria outlined in this document and must commence after October 1, 2004 and must be completed by September 30, 2005.

Applications may be mailed or hand delivered to the Seminole County Convention & Visitors Bureau: 1230 Douglas Avenue, Suite 116, Longwood, FL 32779. For further information, call Kathryn Townsend at (407) 665-2905.

APPLICATION AND EVALUATION PROCEDURE:

The following procedure will be strictly followed. All applications and supporting documentation shall be submitted by the Applicant to the Seminole County Convention and Visitors Bureau in order to be considered for funding. During the application process, contact by the Applicant with members of the Seminole County Board of County Commissioners or members of the Tourist Development Council shall be permitted, provided that such contact is in compliance with Chapters 119 and 286, Florida Statutes. Applicants are cautioned not to contact any member of the Seminole County Board of County Commissioners or Tourist Development Council (TDC) regarding their request. All contacts should be channeled through the TDC Director's office.

Please read the following instructions carefully and call Kathryn Townsend at (407) 665-2905 with any questions. Incomplete or incorrect applications will be returned.

The Tourist Development Council Chair will create an Executive Committee (to include the TDC Director and Contracts Manager) to review all applications to first determine if they meet established criteria for funding. Only those requests that are projected to have a substantial economic impact on the County from overnight visitors will be considered further.

The Committee will then rate each **qualifying** applicant and prioritize his or her recommendations for funding for Fiscal Year 2004-05. Those with the highest priorities will be taken before the entire TDC and put to a vote. The Contracts Manager will notify selected applicants, and the TDC's recommendations will be presented to the Board of County Commissioners during their June 2004 Budget Work Sessions.

Decisions of the TDC are not final until formal adoption of the 2004-05 Annual County Budget in September 2004. Contracts with selected applicants are subject to final approval by the Board of County Commissioners. No projects are approved and no funds may be expended until contracts are approved and signed by the Board of County Commissioners Chair. Once executed, these contracts will be monitored and requests for reimbursement approved by the Tourist Development Council Director.

All materials submitted with applications will become a matter of public record, open to inspection by any citizen of the State of Florida subject to Chapter 119, Florida Statutes.

EVENT GUIDELINES

Applications must conform to the guidelines specified by the Tourist Development Council. Applications that do not conform to these guidelines will **not** be considered for funding. The funding limits are subject to final approval by the Tourist Development Council and Board of County Commissioners.

Sponsorships are available for major events staged in the County by organizations that attract large numbers of visitors from outside the County. An example would be national or international amateur sports events.

Events must be at least two (2) days in duration. The following sliding room night scale of at least 100 sleeping rooms per day of the event will be used to evaluate the impact of the event. The maximum allowable amount of any single sponsorship is \$25,000.

Sliding Room Night Scale:

Minimum number of sleeping rooms picked up by the group for the dollar amount of funding given should be increased, and placed on a sliding scale as noted below:

▪ \$5,000	100 room nights
▪ \$7,500	150 room nights
▪ \$10,000	200 room nights
▪ \$15,000	250 room nights
▪ \$20,000	300 room nights
▪ \$25,000	350 room nights ...

Section 1.01 FUNDING CATEGORIES

Sponsorships and Event Bid Fees: Minimum two-day events with 100 or more hotel room nights per day of the event. Maximum is \$25,000 for events with a minimum of three years of result history.

Zoological parks, museums grants: F.S. 125.0104 authorizes grants for zoological parks, fishing piers, nature centers, museums, etc. which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public to be used for promotional and operational expenses.

First Time Events: These would include newly created events with no history. The maximum sponsorship is \$5,000. Subsequent year funding will be determined by results of the first year.

CRITERIA FOR EVALUATION OF APPLICATIONS

Applications will be scored in four (4) categories.

- I. **COMMITMENT TO THE EXPANSION OF TOURISM IN SEMINOLE COUNTY**
 - A. Evidence that the project: serves to attract out-of-county visitors generating hotel/motel/campground rentals; will be marketed outside of the county to the fullest extent possible in an effective and efficient manner; contributes other community related services, such as charitable contributions; and commits to develop other funding sources in subsequent years.

- II. **SOUNDNESS OF PROPOSED PROJECT**
 - A. The extent to which the project: has clearly identified objectives; has assigned responsibilities and accountability; has a realistic timetable for implementation; has additional funding sources available that will be utilized; and will accomplish its stated objectives.

- III. **STABILITY AND MANAGEMENT CAPACITY**
 - A. A proven record or demonstrated capacities of the organization to develop resources, effectively plan, organize and implement the proposed project.
 - B. The organization has a successful history of service in and to Seminole County, and demonstrates a willingness to work with the tourism industry.
 - C. Ability of the organization to prepare and deliver the necessary measurement reports to the Tourist Development Council.

- IV. **QUALITY AND UNIQUENESS OF PROPOSED PROJECT**
 - A. Extent, to which the activity provides a program for Seminole County visitors and its residents, which is of significant merit and that, without such assistance, would not take place in the County.

USES OF TOURIST DEVELOPMENT FUNDS

AUTHORIZED USES OF FUNDS:

The following are examples of how Tourist Development Funds may be used to promote tourism for the County.

1. Promotional expenses in conjunction with an event to increase participation in the event and to bring overnight visitors to Seminole County. Examples are: printing and distribution of promotional pieces prior to the event.
2. Advertising and publicity of an event outside of the Greater Orlando area to increase participation, attendance and awareness of the event and to generate hotel room nights.
3. Costs associated with Internet Marketing (should be pro-rated and detailed.)

CRITERIA FOR USE OF FUNDS:

1. **Please be advised that Seminole County policy requires the submission of original invoices and copies of canceled checks with all requests for promotional expense reimbursement. Reimbursement will only be made if original invoices and copies of canceled checks are provided. There are no exceptions.**
2. For each event applicants will be required to distribute and collect questionnaires provided by the Tourist Development Council. These forms will assist in the tracking of participants' and spectators' accommodations and spending patterns in Seminole County while attending the event. The minimum number of required questionnaires must be equal to fifty (50) percent of the projected participants and two (2) percent of the attending spectators.

UNAUTHORIZED USE OF FUNDS:

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses.
3. Projects which are restricted to private or exclusive participation.
4. Private entertainment, food, and beverages.
5. Operating expenditures directly or indirectly related to the project or event such as field or facility rental.
6. Legal, medical, engineering, accounting, auditing, planning, marketing, feasibility studies or other consulting services.
7. Salaries or supplements to salaries for existing or future staff, or employment of personnel directly or indirectly related to the project or event.
8. Real property or capital improvements to privately owned facilities.
9. Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
10. Interest or reduction of deficits and loans.
11. Expenses incurred or obligated prior to or after the project period.
12. Advertising and promotional materials distributed at the event site or after the event.

PART II

APPLICATION FOR FUNDS

GENERAL INSTRUCTIONS

Please submit **an original and fifteen (15) copies** of your completed application (Pages 8-14) and all supporting documents for consideration by the Seminole County Tourist Development Council.

Complete each item of each applicable section. DO NOT SKIP ANY INFORMATION WHICH APPLIES TO YOUR EVENT.

Please call Kathryn Townsend at (407) 665-2905 with any questions.

Be sure to have your Chief Official sign the application on Page 14.

One copy of the following items is required and should be attached to your original application:

- () Charter, Articles of Incorporation, By-Laws
- () Minutes of meeting authorizing officers to apply for these tourism tax funds
- () IRS Determination Letter of non-profit status
- () List of current Officers and Board members indicating terms and salaries
- () Organizational Chart
- () Copy of financial statement of your most recent fiscal year
- () Proof of Liability Insurance

APPLICATION
TOURIST DEVELOPMENT SPONSORSHIP
FY 2004-05

I GENERAL INFORMATION

To assist us in evaluating the impact your event may have on Seminole County and to better understand what support you are requesting, the following questions must be answered in full.

(1) NAME OF ORGANIZATION _____

(2) NAME OF EVENT/PROJECT _____

DATE OF EVENT _____ LOCATION OF EVENT _____

(3) CONTACT PERSON _____

(4) COMPLETE ADDRESS OF ORGANIZATION:

STREET _____

CITY _____ ST _____ ZIP _____

PHONE: _____ FAX: _____

EMAIL: _____

(5) ORGANIZATION'S CHIEF OFFICIAL: _____

TITLE: _____

ADDRESS (if different from above):

STREET _____

CITY _____ ST _____ ZIP _____

PHONE: _____ FAX: _____

(6) INTENDED USE OF FUNDS: (Refer to Page 5 - Authorized Uses of Funds and Page 6 - Unauthorized Uses of Funds)

(7) AMOUNT REQUESTED \$ _____

(8) IF ENTIRE REQUEST CANNOT BE FUNDED, MAY THE PROJECT BE
RESTRUCTURED FOR LESS FUNDING? () YES () NO

II DETAILS ON YOUR ORGANIZATION:

In narrative form, please describe your organization in the following areas. Use a separate sheet to complete these questions in detail.

- (1) What are your organization's goals and objectives?
- (2) What services does your organization provide?
- (3) How will your organization monitor expenditure of these funds?
- (4) How will your event bring additional hotel room nights and visitors and to Seminole County?
- (5) What is your organization's experience in managing sponsorships and grants?

PREVIOUS EVENTS SPONSORED BY YOUR ORGANIZATION

Please provide three (3) years of event history.

NAME OF EVENT _____

DATE AND LOCATION _____

NUMBER OF PARTICIPANTS _____

ECONOMIC IMPACT _____

HOTEL NIGHTS _____

HOTELS USED (Be specific, i.e., Best Western Sanford)

III EVENT INFORMATION (Use additional sheets where necessary.)

(1) EVENT NAME: _____

(2) TYPE OF EVENT: _____

(3) DATE OF EVENT: _____ LOCATION: _____

(4) NUMBER OF DAYS: _____ FROM: _____ TO: _____

(5) EVENT PROMOTER (IF OTHER THAN YOUR ORGANIZATION)

NAME OF PROMOTER _____

COMPANY NAME _____

ADDRESS: _____

PHONE and FAX _____

(6) PROJECTED NUMBER OF
LOCAL PARTICIPANTS _____
GUESTS _____
MEDIA _____

(7) PROJECTED NUMBER OF OUT-OF-TOWN PARTICIPANTS: _____
AVERAGE NUMBER OF DAYS STAY IN SEMINOLE COUNTY: _____

(8) PROJECTED NUMBER OF OUT-OF-TOWN GUESTS OF PARTICIPANTS: _____
AVERAGE NUMBER OF DAYS STAY IN SEMINOLE COUNTY: _____

(9) PROJECTED NUMBER OF OUT-OF-TOWN MEDIA PERSONS: _____
AVERAGE NUMBER OF DAYS STAY IN SEMINOLE COUNTY: _____

(10) TOTAL NUMBER OF HOTEL ROOMS REQUIRED IN SEMINOLE
COUNTY FOR EVENT: _____

(11) PROVIDE THE ESTIMATED DIRECT ECONOMIC IMPACT ON SEMINOLE COUNTY FROM YOUR EVENT. (DO NOT USE MULTIPLIERS): _____

(12) HOW DID YOU CALCULATE THIS ESTIMATED IMPACT? PLEASE EXPLAIN.

(13) PROVIDE A LIST OF OTHER EVENT SPONSORS AND THE AMOUNT(S) OF THEIR SPONSORSHIPS.

(14) PROVIDE THE LOCATION, CONTACT NAME AND PHONE NUMBER FOR THE EVENT FOR THE LAST THREE YEARS.

(15) PLEASE PROVIDE DETAILS OF HOW THE EVENT WILL WORK.

IV SPORTING EVENT (If Applicable)

- (1) NAME OF
SPORT/EVENT: _____
- (2) LOCATION OF EVENT: (IF MORE THAN ONE, LIST ON SEPARATE SHEET.)

- (3) TOTAL NUMBER OF FIELDS NEEDED: _____
- (4) TOTAL NUMBER OF FIELDS NEEDED PER DAY: _____
- (5) NUMBER OF LIGHTED FIELDS REQUIRED : _____
- (6) PROVIDE FIELD USE TIMES BY DAY. _____
- (7) SPECIAL FIELD REQUIREMENTS (PLEASE SPECIFY)

V OTHER EVENTS:

- (1) LOCATION AND SIZE OF LOCATION:

- (2) SPECIAL SITE REQUIREMENTS:

PROJECT BUDGET RECAP

INCOME SOURCES:

TOURIST DEVELOPMENT TAX REQUEST \$ _____

ADDITIONAL FUNDING SOURCES
(Seminole County cannot be sole source.)

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL ADDITIONAL FUNDS \$ _____

OTHER INCOME SOURCES

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

TOTAL OTHER INCOME \$ _____

TOTAL INCOME ALL SOURCES \$ _____

PROJECT EXPENSES:

Intended Utilization of Tourist Tax Funds

(Please refer to authorized and unauthorized uses on page 5-6)

Provide an itemized summary indicating the intended use of TDC funds. **Please be as explicit as possible, including intended publications, promotional materials, etc. and how much money will be expended for each category.** The CVB is interested in leveraging the advertising of the event so it is important that you include marketing plans for the event. Use additional sheets if necessary.

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Tourism Funds: _____ \$ _____

Other Project Expenses

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

_____ \$ _____

Total Other Project Expenses _____ \$ _____

TOTAL PROJECT EXPENSES _____ \$ _____

Profit (Loss) _____ \$ _____

CERTIFICATION

I have reviewed this Application for Funds from the Tourist Development Council for FY 2005-06. I am in full agreement with the information contained herein. To the best of my knowledge, the information contained in this Application and its attachments is accurate and complete.

Chief Corporate Officer

Date

Seal

Corporation Secretary

Date

